

Thomas Cook (India) Limited

11th Floor, Marathon Futurex
N. M. Joshi Marg, Lower Parel (East),
Mumbai - 400 013.
Board No.: +91-22-4242 7000
Fax No. : +91-22-2302 2864



November 8, 2024

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 500413
Fax No.: 2272 2037/39/41/61

The Manager,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra (E),
Mumbai – 400 051
Scrip Code: THOMASCOOK
Fax No.: 2659 8237/38

Dear Sir/ Madam,

Ref: Press Release – Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are enclosing herewith the Press Release dated November 8, 2024 titled, “Thomas Cook India ramps up its retail expansion strategy - Opens outlet in Dombivli to tap into the rapidly growing market of Mumbai Metropolitan Region”.

This is for your information and records.

Thank you.

Yours faithfully,

For **Thomas Cook (India) Limited**

Amit J. Parekh
Company Secretary and Compliance Officer

Encl: a/a

Thomas Cook India ramps up its retail expansion strategy Opens outlet in Dombivli to tap into the rapidly growing market of Mumbai Metropolitan Region

- *Customers from Mumbai/Maharashtra are now displaying year-round appetite for travel, including peak seasons of summer vacations, festive period and winter/year end*
- *Suburban markets of Mumbai Metropolitan Region like Dombivli and Kalyan are emerging as key source markets*
- *Key growth drivers: group tours, experiential travel; increased demand for premium programs, luxury cruises, customised holidays*
- *Top destinations: Europe's Switzerland, France, Germany, Austria; Australia-New Zealand, Thailand, Malaysia, Indonesia, Abu-Dhabi; emerging destinations: Azerbaijan, Georgia, Uzbekistan, Kazakhstan*

Mumbai, November 8, 2024: Thomas Cook (India) Limited, India's leading omnichannel services company, has inaugurated its new franchise outlet in Dombivli (Thane district), to leverage the high-growth market of the city and its surrounding areas. The new outlet aims to serve the significant and growing demand for year round travel.

In its strategy to increase access and convenience, Thomas Cook's new Dombivli outlet will benefit a range of customers, from families, couples, and Young India's millennials-GenZ, GenS (seniors) and also business professionals.

The outlet will offer end-to-end travel services: International & Domestic Holidays (Group Tours, Personalised holidays, Cruises, etc.), Value Added Services like Travel Insurance, etc. Additionally, Thomas Cook's AI booking platform assists customers in planning their personalized vacations in real-time by checking availability and making reservations in a matter of minutes.

Travel Trends from Dombivli and Maharashtra

- Maharashtra's customers are displaying strong appetite for **year-round travel**: in addition to the peak vacation periods, customers from the State are maximising on public/ festive holidays and weekends for multiple mini-cations
- **Longer stays**: Short vacations now extend to 5-8 days, while longer trips span 10-15 days, reflecting a shift towards more immersive experiences
- **Marathi Special Group Tours driving demand**: exclusive group tours featuring co-travellers from Maharashtra, led by a Marathi-speaking tour manager, and offering select Maharashtrian cuisine remain highly popular
- **Maharashtra's Millennials and Gen Z Fuel Experiential Travel**: Unique experiences such as chasing the Northern Lights on a husky safari in Norway, hiking Autumn Alpine trails in Switzerland to thermal bathhouses in South Korea while experiencing the vibrant K-wave phenomenon from K-Pop, K-drama to K-beauty
- **Growing Demand for Luxury Travel & Cruise Vacations**: Luxury travel and cruise holidays are becoming increasingly popular. Top destinations include Switzerland, France, Spain, Portugal, Australia, New-Zealand, Thailand, Al-Ula and Scandinavia
- **Emergence of fresh new destinations**: Georgia, Azerbaijan, Uzbekistan, Kazakhstan, Oman and Morocco
- **Visa-free, easy-visa destinations**: Thailand, Malaysia, Sri Lanka; eVisa and easy visa: Dubai-Abu Dhabi, Vietnam, Indonesia are in high demand
- Top destinations:

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- **International:** Switzerland, France, Austria, Spain-Portugal, Morocco, Australia-New Zealand, South Korea, Japan, Thailand, Malaysia, Singapore, South Africa, Türkiye
- **Domestic:** Kashmir, Leh-Ladakh, Himachal, Rajasthan, Kerala, Andaman Islands, North-East
- **Strong demand for Pilgrimage Tourism continues:** Char Dham, Kashi, Ayodhya, Rameswaram, Amritsar, Varanasi and Prayagraj

Contact Details

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Ph: 9769412503

Mr. Rajeev Kale, President & Country Head – Holidays, MICE, Visa, Thomas Cook (India) Limited said, *Thane district (Mumbai Metropolitan Region) is an important source market for us, and we are witnessing a significant demand from Dombivli and Kalyan. Hence, we are delighted to announce the opening of our Gold Circle Partner franchise outlet in Dombivli. Strategically chosen for its central location, this new outlet will enhance our ability to serve the growing and diverse needs of customers in the region. Our strong omnichannel 'phygital' strategy seamlessly integrates digital and physical experiences to offer greater choice and convenience. With this new outlet, customers can now walk in and co-curate their travel itineraries with our holiday experts at Dombivli.*

On behalf of my Team, I extend a warm welcome to our customers from Dombivli. My Team and I look forward to curating memorable holidays for each of our customers – both within India and international."

About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook (India) Limited (TCIL) is the leading omnichannel travel company in the country offering a broad spectrum of services including Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Value Added Services, and Visa Services. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied TPro, Australian Tours Management, Desert Adventures, Travel Circle International Limited (TCI 勝景), Sterling Holiday Resorts Limited, Distant Frontiers, TC Tours, Digiphoto Entertainment Imaging (DEI), Go Vacation, Private Safaris East & South Africa.

As one of the largest travel service provider networks headquartered in the Asia-Pacific region, The Thomas Cook India Group spans 28 countries across 5 continents.

TCIL has been felicitated with the award for MICE Travel Agency (Outbound) at the Economic Times MICE & Wedding Tourism Awards 2024, 'Masters of Risk - Travel & Hospitality' at India Risk Management Awards 2024, MICE Tour Operator of the Year - Outbound at SATTE 2024, Best Tour Operator at India Travel Awards North 2023, MICE Travel Operator of the Year at the Economic Times Travel & Tourism Awards 2023, winner of the Corporate Citizen Award (Travel Tourism & Hospitality) at the Corporate Citizen Conclave & Award 2023, The Outbound Tour Operator of the Year 2022 & 2019 at the SATTE Awards, IAMA India Digital Awards 2022, CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2022 & 2021, CIO100 Award for digital innovation 2022, 'Innovation in Omni-experience' Award at International Data Corporation's (IDC) Industry Innovation Awards 2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2019 & 2018, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019-2021, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; The French Ambassador's Award for Exemplary Achievements in Visa Issuance 5 years in a row and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019.

CRISIL has reaffirmed the rating on debt programs and bank facilities of TCIL - 'CRISIL AA- / Positive' on the long-term bank facilities of TCIL and 'CRISIL A1+' rating on the short-term bank facilities and short-term debt of the company.

For more information, please visit www.thomascook.in

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited, is the promoter of TCIL with a shareholding of 63.83% of its paid-up capital.

About Fairfax Financial Holdings Limited: Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is primarily engaged in property and casualty insurance and reinsurance and the associated investment

Holidays | Foreign Exchange | Business Travel | MICE | Value Added Services | Visas

Registered & Corporate Office:

Thomas Cook (India) Limited, 11th Floor, Marathon Futurex, N. M. Joshi Marg, Lower Parel (East), Mumbai - 400 013.
Email id: enquiry@thomascook.in CIN No.: L63040MH1978PLC020717
www.thomascook.in

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management. Founded in 1985 by the present Chairman and Chief Executive Officer, Mr. V. Prem Watsa, the company is headquartered in Toronto, Canada. Its common shares are listed on the Toronto Stock Exchange under the symbol FFH and in U.S. dollars under the symbol FFH.U.

About Subsidiaries of Thomas Cook (India) Limited (TCIL):

Sterling Holiday Resorts Limited

Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL is a leading leisure hospitality company with 40+ resorts, hotels and retreats across hills, beaches, jungles, waterfront, adventure, heritage, pilgrimage and drive-to locations. Sterling provides a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

SOTC Travel Limited

SOTC Travel Limited is a step-down subsidiary of Fairfax Financial Holdings held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC Travel is a leading omnichannel travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Established in 1949, SOTC is an Indian-grown brand with a legacy of 75 years. Since then, it has escorted millions of travellers across the globe to various destinations around the globe. The Company firmly believes that today, 'No one understands the Indian Traveller better than SOTC'.

Travel Corporation (India) Limited

Travel Corporation (India) Limited (TCI) (operating brands Sita, TCI and Distant Frontiers), a wholly owned subsidiary of TCIL, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

DEI Holdings Limited

Thomas Cook India Group holds 51% stake in DEI Holdings Limited (DEI), one of the world's leading imaging solutions and services providers.

For more information, visit:

Sterling Holiday Resorts Limited: <http://www.sterlingholidays.com>

SOTC Travel Limited: <http://www.sotc.in>

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